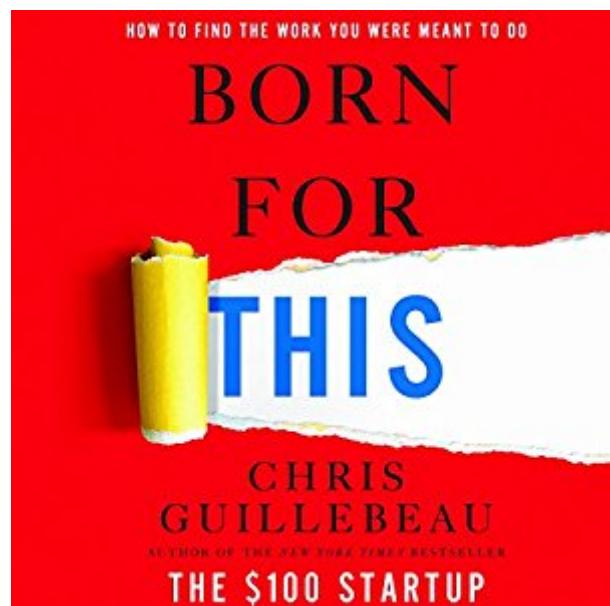


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# Born For This: How To Find The Work You Were Meant To Do



## **Synopsis**

Have you ever met someone with the perfect job? To the outside observer, it seems like they've won the career lottery - that by some stroke of luck or circumstance, they've found the one thing they love so much that it doesn't even feel like work, and yet they're getting paid well to do it. In reality, their good fortune has nothing to do with chance. There's a method for finding your perfect job, and Chris Guillebeau, the best-selling author of *The \$100 Start Up*, has created a practical, actionable guide that can help you turn your passion into paychecks - whether within a traditional company or business, or by striking out on your own. But finding the work you were "born to do" isn't just about finding your passion. Doing what you love is great, but if you aren't earning a pay check, it's a hobby, not a career. Those who jump out of bed excited to go to work every morning don't just have jobs that tap into their passions. They have jobs where they can lose themselves in the flow of meaningful work for hours at a time. This intersection of joy, money, and flow is key to what Guillebeau will help you find in this book: work perfectly suited to your unique interests, skills, and experiences. Whether by launching a side hustle that turns into a profitable business, "hacking" your dream position within a traditional job or organization, becoming a "DIY rock star" by fashioning an entirely new profession around your varied interests, or building your own mini empire as an entrepreneur, this book will show you how to find that one job or career that feels so right, it's like you were born to do it.

## **Book Information**

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## **Customer Reviews**

I was very excited to get an advanced copy of this book, but it left me wanting more. More detail. I would compare this with "The \$100 Startup." It covers the topic on a very superficial level. Chris offers many examples how people found the work they were meant for, but I think the book would have been more effective if he shared less stories, but went into more detail on each. I want to know about the struggles people faced. It can't be roses and sunshine for everyone. Check this book out from your library before buying. You may be left wanting more like me.

For most of my career, I wrestled with the question of what do I want to be when I grow up. I always looked with longing toward the non conforming options: consultant, seminar leader, entrepreneur, bike shop owner, solopreneur in some form or other (I don't like taking orders). But the rational options seemed to be climb the corporate ladder, then join an established university faculty. And I never mustered the courage to go much beyond the rational. There have always been books which made the non conforming seem plausible and even attractive: Barbara Sher with *Wishcraft: How to Get What You Really Want* and later *I Could Do Anything, If Only I Knew What It Was*; Marsha Sinetar with *Do What You Love, The Money Will Follow* followed by *To Build the Life You Want, Create the Work You Love*; Tama Kieves with *This Time I Dance*; Corey Ciocchetti with *Real Rabbits: Chasing an Authentic Life*; and more. This is the milieu in which Chris Guillebeau caught my attention many years ago first with *The Art of Nonconformity* followed by *The \$100 Startup* and *The Happiness of Pursuit*. Now (April 5, 2016) Chris is back with another entry: *Born For This*. This is the book I have been waiting for. It not only provides guidance to answer the question "What do I want to do?", but also gives real down to earth advice on HOW to do it, and more importantly WHY to do it. Chris has already proven himself to be an accomplished writer with his previous books and his blog entries. This book contains the same easy to read style. It is not abstract. Again like his other writing, it is full of real life examples. And it recognizes that the only real way to get where you want to go, or even know where that might be, is to try things, then try again. Following Cal Newport, Chris subscribes to the philosophy that most of us don't just write down our passion one day, then go for it. We learn what our real passion is by doing things, thinking about their impact on ourselves and others, judging how that fits with our self image, then doing some more. In 13 chapters, Chris translates that simple to grasp concept into action steps to help anyone make it real. When I completed my career at age 70, I decided rather than retire, I am starting over. Chris' new book gives me confidence that this time I can do it even better, have more fun, and finally live the dream.

This is uninspired stuff from Chris. I was really disappointed after flipping over the last page. I'm not just hating on the author or the topic. Far from it. I've been reading and finding value in Chris and the Art of Nonconformity for many years now. I attended World Domination Summit in 2013 and really enjoyed it. The community that Chris has built up is a great one and I'm happy to be part of it. I loved The \$100 Startup and the book version of The Art of Nonconformity before that. Made For This, however, feels rushed (chapters go from one quick success story to the next without deeper analysis), repetitive (some of the more useful sections just rehash material from \$100 Startup), and lazy (no new ground is broken — perhaps with the exception of a few pages of new material on Uber, Task Rabbit, and other elements of the Sharing Economy). When I read The \$100 Startup in 2012, I took notes on 51 different pages of the book. (I just went back and counted.) After finishing Made For This, I have notes on 4 pages. At least by that very informal metric, Made For This is less than 1/12 as useful as The \$100 Startup. That feels generous. Trust me, if you want Chris's best, pick up a copy of The Art of Nonconformity or the \$100 Startup. Skip Made For This entirely or just get it from a library if you're really interested in seeing it. I feel confident that Chris will be back to his usual form for his next book. And I'm looking forward to it because his thinking (along with Seth Godin's) has been hugely beneficial for me and many others. Chris is one of our brightest lights. But this particular book is subpar. By a lot.

I was excited to read this book after hearing Chris being interviewed on a podcast, but I found the book to be pretty superficial in how it covered its central tenant of finding work you were born to do. It felt as if a lot of the content had been pulled from other authors such as Jon Acuff or other authors in that business/self help world. I certainly did not finish reading feeling inspired or really knowing how to put many of the actionable items into action. I think there are probably better books out there to help you find what you are born to do.

I have read every book by this author so far, and I will continue to do so for as long as he puts out new books. I was worried going into it that I would hear more about "following your passion" which is something I've grown very tired of hearing. I have many interests, and don't really know what my passion is. This book made me feel that I'm not broken because I don't have that thing that I simply must do in order to feel like I'm complete. It gave me permission to have many interests, and let me know that what I was "born" to do might not be something I'd have ever considered before. There are some great action steps to take to help you if you do have a little more idea than I do, but I'm

giving it five stars because the writing is easy to read, the message is great, and I think anyone who is trying to find what they were born to do should probably read it.

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